GLENDALE WEEK

2017

CALL FOR SPEAKERS

About Glendale Tech Week







About

Tech Week was created in 2016 to celebrate tech and innovation through discussions, panels, workshops, codefests, site tours, happy hours, and networking events. Each tech week offers a fun, exciting and inspiring environment as the City looks to strengthen our innovative ecosystem in and around Glendale.

City Council



Councilmember Vrej Agajanian



Mayor Vartan Gharpetian



Councilmember Paula Devine



Councilmember Ara Naiarian



Councilmember Zareh Sinanyan

About the City of Glendale Economic Development Division

The Glendale Economic Development Division is a non-profit, public benefit 501(c)3 corporation formed in June 2014 to assist and support the City in the expansion of job opportunities; stimulation of economic development; growth in the physical improvement of the City; and to implement, assist and support the City in development activities.

Overview of Glendale Tech Week

The 2nd Annual Glendale Tech Week will take place the week of October 9th with a City sponsored summit on October 11-12, 2017. Events will take place at the Alex Theatre, the Maryland Paseo & other exciting downtown venues.

Recap of Last Year's Glendale Tech Week

4 Days 50 Speakers 30 Events 1,000 Attendees

Glendale Tech Week Events

- Meet the Funders
- Panels
- Speakers
- Pitchfest
- Job Fair
- Live Demos

- Hackathon
- Pop Up Events
- Industry Speed Networking
- Night Crawl
- Concerts
- Test Kitchens



HIGH TECH IN THE CITY OF GLENDALE: QUICK FACTS

1,029Number of

High Tech Firms
41.168

Number of people Employed by High Tech Firms

\$5,383,358,000

Total sales for tech firms in Glendale

\$5,613,512

Average sales for tech firms in Glendale

Educational Attainment & Human Capital:

25.6%

% People 25 and older with Bachelor's degree

12.3%

% People 25 and older with Graduate of Professional degree

32.7%

% Graduates with a degree in Science, Technology, Engineering, Math (STEM) or related

2016 Featured Speakers

Partial List of Speakers



Matt Atkin Digital Marketing Lead SkySilk Cloud Services



Alfredo Ayala R&D Principal Walt Disney Imagineering



Edward Barrera Consultant Edward Barrera & Associates



Alex G. Ghazalpour Founder & COO Vital Medical Services



Mike Giardello Principal / Managing Partner Mount Wilson Ventures



Graham Goddard Founder All Public Art



Vincent Bradley CEO & Co-Founder FlashFunders



Melissa Burghardt Senior Vice President of Media Products



Rick J. Caruso Founder & CEO Caruso Affiliated



Laura Goldberg Chief Marketing Officer



Alexander Grasso Co-Founder Bourge Design



Cynthia Guzman Senior Associate ELP Advisors



Jay Chang Consultant USC Blackstone Launchpad / IncubateUSC



Damon Cleckler Vice President Consumer Product Management



John Deyto Founder MyCamCan



Chris Hereweth Instructor Glendale Community College



Lewis Horne
President of the Greater Los
Angeles-Orange County Region



Jurgen Kurz Founder & CEO Stashimi



Co-Founder
ELP Advisors



Barbara Falkowski Professor Glendale Community College



Debra Gerod Partner Gruen Associates



Brittany Levine
Associate Editor
Mashable



Alan Loomis
Deputy Director of Urban
Design & Mobility
City of Glendale



Tom Lorenz
Director of Communications &
Community Relations
City of Glendale

Types of Speakers

Accepting submissions for...

- **Venture Capitalists**: Funders are needed to participate in a Meet-the-Funders event and to judge at the Pitchfest.
- **Keynote Speakers**: These speakers are noted for their presentation skills and will speak on topics directly related to the conference themes to an audience of approximately 500 participants. Up to one hour in length.
- Live Demonstration Presenters: These live workshops will provide hands on demonstrations on topics such as coding, user design, and iPic.
 Companies wishing to display their products are also encouraged to apply.
- Industry Speed Dating Mentors: Experts in the fields of entrepreneurship are encouraged to serve as mentors to individuals who are in the early development stages of their products as young as college students.

All speakers should emphasize this year's theme of "A Start Up Journey", which addresses everything from ideas to development to funding to marketing and more.

Available Venues



Capital One







Central Library

CBRE

Available Venues



Antaeus Theatre



Maryland Paseo



The Moose Den

Topics

Economic Development is looking for engaging, thought provoking speakers with a unique perspective who can provide a dynamic presentation on any number of topics as it relates to the journey of a startup. The objective is to have the attendees return to work inspired to take action in pursuing their business with a renewed sense of passion.

Conference subjects to be covered may include the following topics:

- Augmented Reality: Highlight how AR can help create impactful user generated content and how to mainstream usage.
- Virtual Reality: Speakers should include how VR allows viewers to travel around the world in zero steps and how to mainstream usage.
- **Machine Learning**: Discussions with an emphasis in autonomous driving, self-driving sensors, assisted driving developments, and how it will impact retail.
- **Artificial Intelligence**: Explain what artificial intelligence is, what devices exhibit AI, what the future of AI means to society and our daily lives.
- Women in Tech: Discuss the perspective of being a woman in tech entrepreneurship, innovation, and your contribution to the field.
- Influencers: Talk about your journey and how you became an influencer. Give
 advice to the audience on how to become an influencer, and how to put your
 brand above the rest.

Topics Continued

- **Fitness in Tech**: Discussion should highlight how technology has impacted fitness, for example, FitBit or Apple Watch and what new technology to look forward to.
- **Cyber Security**: Highlight the importance of cyber security, how to avoid hacks, and what weaknesses to look for in a current system and how to strengthen those weaknesses.
- Innovation in Healthcare: Highlight how technology has improved healthcare, what is available now that was not before, what direction healthcare is heading in, and trending technology.
- **Gaming**: Presentation covering trending technology, including Augmented Reality and Virtual Reality, and how it will impact the future of gaming.
- **Start Up Journey**: From beginning to end, what the journey includes from brainstorming to funding to legal services to failure to bouncing back.
- **Power of Storytelling**: Discuss why being a storyteller in the business, tech, and animation world is a need-to-have skill. Speak upon experience how has storytelling helped your business and yourself. Types of storytelling verbal, digital, animation, print, etc.
- **Fundraising**: Success stories what has worked and what hasn't. How and when do you fundraise? What should you include in your pitchdeck?

Presentation Format

All sessions must have an interactive component where participants can discuss and practice skills being taught.

Potential speakers should consider the following:

- How will participants practice or use what they learn?
- How will key points, takeaways, or lessons be reinforced beyond a lecture?
- Preference will be given to proposals that align with the topics identified above, and meet the planning committee's needs.
- Does the topic and format provide participants with actionable skills or knowledge?
- What new information or lessons does the session topic offer participants?
- Does the session topic identify key "You will be able to..." for participants who attend?

All proposals must be submitted <u>online</u> by *Wednesday, June 14, 2017* to qualify. Selections will be made based on content, objectives, relevance, significance, clarity, and speaker experience.

All persons who submit proposals will receive notification no later than Friday, June 30, 2017.

Questions, suggestions, or ideas? Email

JeMcLain@Glendaleca.gov

Kelly@innovatemkg.com

Call (818) 548-2005



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